

PRESS ANNOUNCEMENT For Immediate Release

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JCCCNC Launches 25th Anniversary Membership Drive

SAN FRANCISCO (July 13, 2011) – This year marks the 25th Anniversary of Opening the Doors of the Japanese Cultural and Community Center of Northern California (JCCCNC). This celebration recognizes the vision and effort set forth by the Issei (1st generation Japanese American) and Nisei (2nd generation Japanese American) who, twenty-five years ago, made the community center a reality. Since then, the JCCCNC evolved from a simple vision to a community center that now welcomes over 185,000 people annually through their doors.

Just as the dreams of the Issei and Nisei made the JCCCNC possible, it is up to present and future generations to sustain the foundation laid before them while building their own legacy, ensuring the Center will continue to be a home and support center for the community. Even as the community becomes more and more ethnically diverse, it is important for future generations to know that the JCCCNC is here for them and will always welcome them through its doors.

On March 11, when the Tohoku region of Japan was hit with a devastating earthquake and tsunami, the JCCCNC set up the Northern Japan Earthquake Relief Fund and shifted their focus from being a local community center to an international relief center. The Northern Japan Earthquake Relief Fund has become the largest Japanese American community based relief fund in the United States with close to 11,000 donors raising **\$3,443,197** to date.

Yet, the success of the Relief Fund has created challenges at the JCCCNC. Staff was unable to do much of anything else besides relief fund work because of the outpouring of support. More than 11,000 acknowledgments to donors need to be sent out and over 100 fundraising events to help coordinate. The JCCCNC is thankful for everyone's generous donations to help the people of Japan; however, in order for the Center to continue its work as a community center and help sustain the Northern Japan Earthquake Relief Fund, it needs your support as a member of the JCCCNC.

During this Membership Drive, the JCCCNC is asking you to please consider becoming a member to help ensure the JCCCNC continues to be a place where people can come together, get involved and make a difference. By becoming a member, you not only support the Center but you become a part of a much larger community. Your membership will allow you to get a full year of exclusive discounts from many wonderful partners; opportunities to explore fun and affordable JCCCNC programs; invitations to attend exciting JCCCNC sponsored events--plus much more!

"Your membership helps to support the JCCCNC being a community center not just during the best of times, but during the worst of times as well."

Paul Osaki, Executive Director

For additional information or questions, please contact the JCCCNC at (415) 567-5505 or e-mail membership@jcccnc.org. You may also visit our website at www.jcccnc.org or go to www.Kokoro4Japan.org for updated information on our relief fund. We look forward to serving the community and having you as a part of the JCCCNC family. This is *Our Community, Our Future*.

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About JCCCNC

Envisioned by the Japanese American community, JCCCNC will be an everlasting foundation of our Japanese American ancestry, cultural heritage, history and traditions. The JCCCNC is a 501(c)(3) non-profit organization that manages a 17,500 square foot facility located in the heart of San Francisco's Japantown and offers cultural classes, workshops and events, as well as provides a safe, comfortable social and recreational place for people of all ages.